Animated Video’s Requirements Workbook

## Business Specifics

1. What is the **Business Name**? Also provide a brief description.
2. Do you have a **Business** **Logo**? If not, is one needed?
3. Do you have a **Business Slogan or Tagline**?

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Summary of your project:

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Nature of Your Business/ Service Product, Main features, how it works?

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Target Market? Describe your audience’s pain points and How do you solve their problems?

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What action(s) should the user perform after viewing the video? What is the main point you want viewers to remember?

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Your primary competitors (list their websites)? How are you different from them?

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Current Website Address, Reference Videos URLs:

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Primary use of the video:

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What kind of tone should the language and visuals take?

e.g.: Humorous? Aspirational? Conversational/Plain-spoken? Serious? Etc.

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Duration of video:

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Do you have a storyboard prepared?

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Do you have the script written?

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Additional comments & thoughts:

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Which Production Techniques would you like us to use for your video?

* 2D Animation (Character, Illustration, Info - graphics)
* Motion Graphics
* Visual Effects
* Photography
* RSA Style (Hand Written Scrolling Graphics)

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Resolution of your video:

* 1920 x 1080 16:9 (wide screen)
* 720p (1280x720) 16:9 (wide screen) YouTube's recommendation for HD videos online
* (960 x 540) 16:9 (Mini HD or Semi HD)
* 720 x 576 4:3 (standard) PAL

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Style of animation and theme that you’d like:

Select a few from our portfolio ( [https://vimeo.com/creativewebsite](https://vimeo.com/perfecent)studios )